

CLAIMS

1. An electronic game enhancement system comprising:

an electronic game stored in first memory;

electronic apparatus having an input device responsive to commands for accessing and playing the electronic game;

an electronic component stored in second memory, the electronic component for enhancing the electronic game;

a consumer instrument associated with a device containing the second memory; and

a data transfer system associated with the electronic apparatus and the device for transferring the electronic component from the second memory to the first memory for enhancing the electronic game.

2. The electronic game enhancement system of claim 1, wherein the consumer instrument comprises a consumer product, and the device is attached to one of the consumer product and packaging of the consumer product.

3. The electronic game enhancement system of claim 1, wherein the consumer instrument comprises at least one of a product, a service and an advertisement.

4. The electronic game enhancement system of claim 1, wherein the electronic apparatus comprises a personal game device.

5. The electronic game enhancement system of claim 1, wherein the electronic apparatus comprises a computer.

6. An electronic game enhancement system comprising:

an electronic game stored in memory;

electronic apparatus having an input device responsive to commands for accessing and playing the electronic game;

an electronic component stored in password-accessible memory, the electronic component for enhancing the electronic game;

a consumer instrument associated with a password to the password-accessible memory; and

the electronic component being accessible by the electronic apparatus in response to entry of the password into the electronic apparatus with the input device.

7. The electronic game enhancement system of claim 6, wherein the consumer instrument comprises a consumer product, and the password is attached to one of the consumer product and packaging of the consumer product.

8. The electronic game enhancement system of claim 6, wherein the consumer instrument comprises at least one of a product and a service.

9. The electronic game enhancement system of claim 6, wherein the consumer instrument comprises an advertisement, and the password is incorporated with the advertisement.

10. The electronic game enhancement system of claim 6, wherein the consumer instrument comprises a document, and the password is affixed to the document.

11. The electronic game enhancement system of claim 6, wherein the electronic apparatus comprises a personal game device.

12. The electronic game enhancement system of claim 6, wherein the electronic apparatus comprises a computer.

13. A method of enhancing electronic game functionality comprising steps of:

providing an electronic game stored in first memory and electronic apparatus having an input device responsive to commands for accessing and playing the electronic game;

providing an electronic component stored in second memory, the electronic component for enhancing the electronic game;

associating a consumer instrument with a device containing the second memory; and

associating a data transfer system with the electronic apparatus and the device for facilitating a transfer of the electronic component from the second memory to the first memory for enhancing the electronic game.

14. The method of claim 13, wherein the step of associating the consumer instrument with the device further includes attaching the device to one of a consumer product and packaging of a consumer product.

15. Apparatus of claim 13, wherein the step of associating the consumer instrument with the device further includes permitting access to the device after payment of a service.

16. A method of enhancing electronic game
functionality comprising steps of:

providing an electronic game stored in memory and
electronic apparatus having an input device responsive
to commands for accessing and playing the electronic
game;

providing an electronic component stored in
password-accessible memory, the electronic component
for enhancing the electronic game;

associating a password to the password-accessible
memory with a consumer instrument; and

obtaining the password from the consumer
instrument; and

entering the password into the electronic
apparatus with the input device for gaining access to
the password-accessible memory and enhancing the
electronic game with the electronic component.

17. The method of claim 16, wherein the step of associating the password to the password-accessible memory with a consumer instrument further includes attaching the password to one of a consumer product and packaging of a consumer product.

18. The method of claim 16, wherein the step of associating the password to the password-accessible memory with a consumer instrument further includes permitting access to the password after payment of a service.

19. The method of claim 16, wherein the step of associating the password to the password-accessible memory with a consumer instrument further includes incorporating the password with an advertisement.

20. The method of claim 16, wherein the step of associating the password to the password-accessible memory with a consumer instrument further includes affixing the password to a receipt.